



WMTV
615 Forward Drive
Madison, WI 53711
(608) 274-1515

CONTRACT

<u>Contract / Revision</u> 542129 /		<u>Alt Order #</u>
<u>Product</u> Judge Marilyn Townsend for Circuit Court Est 5663		
<u>Contract Dates</u> 03/27/17 - 04/09/17		<u>Estimate #</u> 5663
<u>Advertiser</u> Judge Marilyn Townsend for Circuit		<u>Original Date / Revision</u> 03/24/17 / 03/24/17
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WMTV	<u>Account Executive</u> Sara McCormack	<u>Sales Office</u> Madison Nationa
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 173.50
<u>Agency Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u> 67807		<u>Advertiser Ref</u> 140611

And:

AL Media LLC
222 W Ontario St
#600
Chicago, IL 60654

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WMTV	03/27/17	04/02/17	The Morning Show Sa	5a-7a		:30				NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	03/27/17	04/02/17	-----S-				1	\$140.00	2.80			
N 2	WMTV	03/27/17	04/02/17	The Morning Show @ 6a	558a-7a		:30				NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	03/27/17	04/02/17	MTWTF--				2	\$400.00	3.10			
N 3	WMTV	03/27/17	04/02/17	The Morning Show Su @ 6a	6a-7a		:30				NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	03/27/17	04/02/17	-----S				1	\$130.00	2.60			
N 4	WMTV	03/27/17	04/02/17	Sa Today	657a-9a		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	03/27/17	04/02/17	-----S-				1	\$250.00	3.90			
N 5	WMTV	03/27/17	04/09/17	Today Show	7a-9a		:30				NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	03/27/17	04/02/17	MTWTF--				2	\$300.00	3.20			
	Week:	04/03/17	04/09/17	M-----				1	\$300.00	3.20			
N 6	WMTV	03/27/17	04/02/17	The Morning Show Su @ 7a	7a-9a		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	03/27/17	04/02/17	-----S				1	\$175.00	3.30			
N 7	WMTV	03/27/17	04/02/17	Today Show II	9a-10a		:30				NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	03/27/17	04/02/17	MTWTF--				1	\$130.00	2.60			
N 8	WMTV	03/27/17	04/02/17	Meet The Press	958a-11a		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	03/27/17	04/02/17	-----S				1	\$350.00	3.00			
N 9	WMTV	03/27/17	04/02/17	Today Show 3	10a-11a		:30				NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	03/27/17	04/02/17	MTWTF--				1	\$80.00	1.50			
N 10	WMTV	03/27/17	04/02/17	15 News @ 11a	11:10 AM-11:30 AM		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	03/27/17	04/02/17	MTWTF--				1	\$100.00	1.70			
N 11	WMTV	03/27/17	04/02/17	15 News @ 4p	4:10 PM-4:27 PM		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	03/27/17	04/02/17	MTWTF--				1	\$175.00	2.50			
N 12	WMTV	03/27/17	04/02/17	Sunday 15 News @ 5p	5:10 PM-5:30 PM		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			

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This Agreement is subject to the Standard Terms and Conditions available at www.gray.tv/advertising



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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/27/17	04/02/17	-----S				1	\$250.00	4.20			
N 13	WMTV	03/27/17	04/09/17	15 News @ 5p	5:10 PM-5:30 PM		:30				NM	3	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/27/17	04/02/17	MTWTF--				2	\$325.00	5.90			
Week:		04/03/17	04/09/17	M-----				1	\$325.00	5.90			
N 14	WMTV	03/27/17	04/02/17	NBC Nightly News Su	530p-6p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/27/17	04/02/17	-----S				1	\$500.00	4.90			
N 15	WMTV	03/27/17	04/09/17	NBC Nightly News	530p-6p		:30				NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/27/17	04/02/17	MTWTF--				3	\$550.00	7.40			
Week:		04/03/17	04/09/17	M-----				1	\$550.00	7.40			
N 16	WMTV	03/27/17	04/09/17	15 News @ 6p	6:10 PM-6:30 PM		:30				NM	4	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/27/17	04/02/17	MTWTF--				3	\$525.00	7.20			
Week:		04/03/17	04/09/17	M-----				1	\$525.00	7.20			
N 17	WMTV	03/27/17	04/02/17	Saturday 15 News @ 6p	6:10 PM-6:30 PM		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/27/17	04/02/17	-----S-				1	\$300.00	4.30			
N 18	WMTV	03/27/17	04/02/17	Wheel of Fortune M-F	630p-7p		:30				NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/27/17	04/02/17	MTWTF--				2	\$650.00	7.60			
N 19	WMTV	03/27/17	04/09/17	M-F 15 News @ 10p	10:10 PM-10:35 PM		:30				NM	3	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/27/17	04/02/17	MTWTF--				2	\$625.00	4.90			
Week:		04/03/17	04/09/17	M-----				1	\$625.00	4.90			
N 20	WMTV	03/27/17	04/02/17	Sunday 15 News @ 10p	10:10 PM-10:35 PM		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/27/17	04/02/17	-----S				1	\$600.00	4.80			
N 21	WMTV	03/27/17	04/02/17	Saturday 15 News @ 10p	10:10 PM-10:35 PM		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/27/17	04/02/17	-----S-				1	\$550.00	4.50			
N 22	WMTV	03/27/17	04/02/17	Saturday Night Live	1028p-1203a		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/27/17	04/02/17	-----S-				1	\$750.00	5.10			
Totals								173.50				36	\$14,630.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
03/27/17 -04/03/17	36	\$14,630.00	(\$2,194.50)	\$12,435.50
Totals	36	\$14,630.00	(\$2,194.50)	\$12,435.50

Signature: _____ **Date:** _____

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AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WMTV, MADISON WI

Date:

3/21/17

I, Miles King (AL Media)

being/on behalf of: Marilyn Townsend

a legally qualified candidate of the N/A

political party for the office of: Dane County Circuit Court Judge

in the Spring

election to be held on: April 4th, 2017

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:

Judge Marilyn Townsend for Circuit Court Committee

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Carol Weidel

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

3.21.17

Date

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected



Signature

Ellen Buss

Printed Name

Title